

RAYMOND JAMES®

Raymond James Nominated for BFTA Award

Raymond James Ltd., was honoured to be nominated by the Royal Ontario Museum for The Globe and Mail Business for the Arts Partnership Awards under the category of Most Innovative Marketing Sponsorship. The nomination stems from Raymond James' 2012-2013 sponsorship of the Royal Ontario Museum's **Ultimate Dinosaurs: Giants from Gondwana** exhibition which ran from June 23, 2012 until March 17, 2013.

This award recognizes an innovative partnership with the arts where both the business partner and the arts organization benefit from a unique marketing venture.

The Ultimate Dinosaurs exhibit was recognized as one of the most popular exhibits to grace the ROM over the past decade with more than 350,000 attending the exhibition. Truly fit for all, it provided a first-ever opportunity for Canadians to meet and learn more about these rare never before seen dinosaurs from Gondawana. In addition, through the use of innovative technologies including Augmented Reality, the ROM was able to reach tens of thousands more dinosaur enthusiasts online. "Partnering with the ROM was an opportunity to join a first-class organization like the ROM that has been providing special memories and educational experiences for Canadians and visitors throughout its 100 years in existence," said Paul Allison, Chairman and Chief Executive Officer, Raymond James Ltd. "The exhibit was educational and cutting edge in many ways. Even more important, it appealed to people of all ages and backgrounds and provided a memorable experience for many individuals and families. And, to be honest, it was just plain fun for dinosaur explorers of all ages. Just to be nominated for this award from the Business for the Arts is an honour for all of us at Raymond James and we congratulate and thank the ROM for creating this amazing exhibit and for their ongoing efforts providing superior educational and cultural experiences for us all."

The winners of the awards will be announced in September and will be recognized at the Business for the Arts annual Awards Gala on November 15, 2013 in Toronto.

For more information: www.businessforthearts.org



Raymond James Ltd.

5300-40 King Street West, Scotia Plaza, Toronto, Ontario M5H 3Y2 • 416-777-7000 Phone • 416-777-7020 Fax
Member of Canadian Investor Protection